

Danny - The Hippy Vagabond



32, male
Travels frequently, currently in Bali
Holistic Counselor/traveler

Surf Level: Advanced

Peaceful & spiritual yet doesn't
take life too seriously

Meditates

Surfs at least 4 times a week

Enjoys spending time with and
keeping in touch with friends (has
met many people traveling)

Listens to good music

Needs & Goals:

- When traveling to a new location, needs to know potential spots to surf
- Needs to know ideal surf conditions for each particular location (in addition to forecast)
- Likes to know more local info such as places to eat after surfing

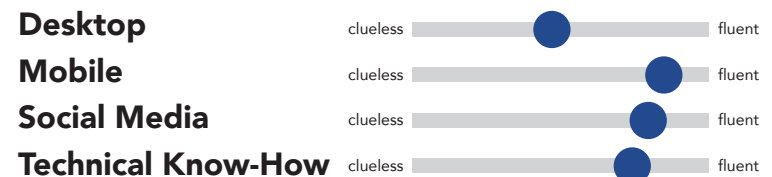
Motivations:

- Good surf conditions (will travel somewhere for its positive forecasted surf conditions)
- New travels
- Meeting new people

Frustrations:

- When people are protective of breaks

Desktop/Internet Usage:



"Surfing is a beautiful harmony between human and nature -- no need for ego to get involved"

Jason - The Die-Hard Local



34, male
Lives in Hawaii
Bartender/Surfer

Surf Level: Advanced

Extremely confident

Doesn't like meeting new people

Creature of habit, predictable

Surfs every day

Known in his local community

Needs & Goals:

- To know hour-by-hour forecasting
- Detailed forecasting

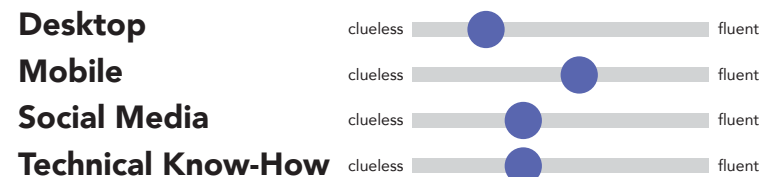
Motivations:

- Good surf conditions
- Sticking to what he knows is good

Frustrations:

- When out-of-towners appear on good waves
- Surfing near beginners or intermediates

Desktop/Internet Usage:



"Keep it in the family"

Ally - The Working Local



30, female
Lives in San Francisco
Teacher, married

Surf Level: Intermediate

Has been surfing for a while

Teaches daily

Surfs 2 days a week in the evenings and on weekends depending on weather

Checks weather throughout the day in case predictions change

Knows local spots very well

"I love teaching because I love seeing my kids understand a new concept. A huge perk to my career is that I can surf some evenings and all summer!!"

"I know my beach so well that I can tell if the waves are good from the livefeed camera. If it were another beach, the camera might be pointless, unless to just see if others are in the water"

Needs & Goals:

- To know surf forecast a few days out in order to plan evenings (time with husband or friends vs time in water)
- To see waves on livecam

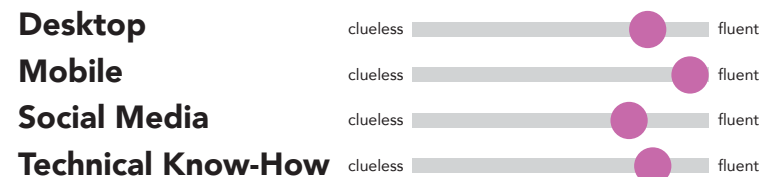
Motivations:

- Good surf conditions
- Good weather

Frustrations:

- If the weather is forecasted to be bad but it turns around (inaccurate forecasts)

Desktop/Internet Usage:



Tina - The Beginner



24, female

Lives in San Francisco

Audio engineer, single

Surf Level: Beginner

Climber, snowboarder, overall athlete, wants to try surfing too

Works in an office

Social, spends time with friends

Physically active (mostly in nature)

In summer, tries surfing if weather and forecasts look good for her level

Needs & Goals:

- To understand the stats in the forecast
- To start out on easy waves
- To know where to rent board and wetsuit

Motivations:

- Being in nature/outside
- Trying new things
- Learning from experts

Frustrations:

- When forecast is difficult to decipher

Desktop/Internet Usage:

Desktop



Mobile



Social Media



Technical Know-How



"I'm still learning what all these stats mean... thinking I should invest in a wetsuit though!"